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Philip Morris USA
CONFIDENTIAL

PHILIP MORRIS U.S.A.
INTEROFFICE CORRESPONDENCE
Richmond, Virginia

To: C. Mazur **Date:** August 2, 1995

From: J. Lewis JTL

Subject: **The Product Testing Laboratory**

The Product Testing Laboratory (PTL) performs analytical tests for activities supported by R&D. The PTL supports seventy-six different activities and performs sixty-five tests on cigarettes or filler. The primary function of the division is the analysis of tar and nicotine in smoke. The Product Testing Laboratory has the capability to perform Federal Trade Commission (FTC), International Organization for Standardization (ISO), and Tobacco Institute of Japan (TIOJ) smoke methods using a variety of manual and robotics smoking machines.

Cigarette chemical and physical parameters are tested to evaluate tar deliveries using manual, automated and robotics equipment. Filler samples are analyzed to evaluate tobacco processing improvements.

The Product Testing Laboratory continues to pursue ISO Guide 25 laboratory accreditation. The ISO guide outlines the requirements for a laboratory quality system. The main aspects are laboratory documentation and quality control. The laboratories have documented customer programs, work procedures and have implemented quality control initiatives. All laboratories participate in continuous improvement initiatives to optimize work processes and instrument capabilities.

The Product Testing Laboratory supports the following major programs;

Production Audit Tar & Nicotine Analysis
Support to this activity involves Smoking and Physical Testing of factory production cigarettes (120 brands/week) to monitor the conformance of Philip Morris brands to design specification. Quarterly firmness control charts are issued to manufacturing and QSS to monitor product design. Data is reviewed and exception reports are issued on parameters that deviate from specification targets.

DOC CODE: P0622

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Cigarette Information-Domestic
PTL performs smoking, physical, analytical, and microscopic examination of cigarette samples obtained from high sales volume brands (120 brands) produced by Philip Morris, Reynolds, Brown & Williamson, American, Lorillard, and Liggett from the domestic marketplace. Brands represent both Full Margin and Discount Price Tiers. Analyzed data is used by Product Development and New York to monitor major competitors in the domestic marketplace. The Leaf department uses the information to analyze competitors' tobacco usage, blend design, blend cost, sourcing of tobacco and their production processes, and capacities related to tobacco.

Domestic Product and Process Development R&D
PTL gives analytical support to Product and Process Development on new product and material research, product, process, and packaging modifications. The data from these programs is used to maintain a historical database of product introductions, to evaluate potential new product introductions into the marketplace, and to evaluate potential product and process changes.

Japan Cigarette Information (CI) Program
PTL performs smoking, physical, analytical and microscopic examination of major competitive brands on the Japanese market. The manufacturers are Japan Tobacco Incorporated, R. J. Reynolds and Brown & Williamson. The data from this program provides a current and historical profile of the Japanese market for Philip Morris Product Development R&D and Philip Morris Kabushiki Kaisha (PMKK) Marketing departments.

Philip Morris Manufacturing Affiliate and Licensees
Support to this activity involves smoking, physical, analytical and microscopic examination of international regional packings (the majority of packings are Marlboro brands) to assure the affiliate and licensees adhere to specifications. The program also provides a trend analysis for designing and monitoring product modifications.

Marlboro WorldWide Audit
PTL provides smoking, physical and analytical data of specific Marlboro packings from markets in the international regions of Latin American, Australia, Asia Pacific and Europe. The data assists management in auditing regional manufacturing facilities and protection of the Marlboro trademark.

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